**CSK 1103 INTRODUCTION TO COMMUNICATION**
This course provides an introductory overview to communication theories, processes and skills and seeks to increase the students’ understanding of both interpersonal and public communication as wells as their own communicative behaviour.
The practical component of the course will focus on the constructive sounds of English and how to differentiate them in pronunciation, intensive drills in word stress, patterns of weak forms and sentence stress and how they underpin the rhythm of English. The relation of spelling and pronunciation in English. Pitfalls in Ugandan pronunciation will be cited and the standard forms emphasised forms emphasised in recitations.

**Course content:**

* Basic Introduction
* Definitions of key concepts and terms in communication

Unit 1.**A brief History of Human Communication**

* Stages in the history of human communication
* Communication as a scientific discipline

Unit 2. **The Communication Process**

* Introduction
* Components of the communication process
* Settings of communication
* Basic models of communication

Unit 3. **Functions of Communication**

* Purposes and needs of communication
* Effects of communication
* Theories about needs

Unit 4. **Nonverbal Communication**

* Introduction
* Functions of nonverbal communication
* Categories of nonverbal communication
* Improving nonverbal communication

Unit 5. **Communication in Organisations**

* Introduction
* Types of communication in organisations
* Barriers to organisational communication
* Dealing with Barriers to organisational communication

Unit 6. **Mass Communication**

* Introduction
* The process of mass communication
* Functions of mass communication
* The mass communicator
* The mass medium
* Mass-communication audiences

**Learning Outcomes:**

By the end of this course students should be able to:

1. Define communication from a broader context
2. Understand the process of communication and how it can be applied to daily life
3. Appreciate the need and motivation for communication

**Course assessment:**

Extended coursework essay}

Group presentation} = 30%

Test}

Final Comprehensive Examination = 70%

(End of Semester)

**Instruction methods:**

Lectures

Case Studies

Group Discussion and Class Presentations

Activity Research Work

***References:***

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Dominick Joseph. R (2002) The Dynamics of Mass Communication: media in the digital age, 7th Edition. McGraw-Hill Companies, Inc.

Baran Stanley J. & Davis Dennis .K (2003) Mass Communication Theory: Foundations, Ferment & Future 3rd Edition, Wadworth/Thomson Learning U.S.A

DeFluer Melvin L. & Ball-Rokeach Sandra (1989) Theories of Mass Communication, 5th Edition, Longman, New York.

Turow Joseph (2003) Media Today: An Introduction to Mass Communication 2nd Edition, Houghton Mifflin Company, U.S.A.

O’Sullivan, Tim et.al (1993) Key Concepts in Communication, Methew & Co. Ltd. England

Melkote Srinivas. R. & Rao Sandra (ed). (2001), Critical Issues in Communication: Looking inward for answers, Sage Publications India Pvt Ltd, New Delhi.

Galvin Kathleen & Book Cassandra (1990) Person to Person: An Introduction to Speech Communication, 4th Edition, National Textbook Company, Illinois. USA.